

GO Boulder Volunteer

Last Updated Thursday, 25 May 2006

Employee Transportation
Coordinator (ETC) Network

Become a GO Boulder Bicycle/Pedestrian Ambassador

Volunteer Job Description

Volunteer Application (17.42 KB)

Current ETC Newsletter (731.90 KB)

- ETC Newsletter Archives

- Exemplary ETC Recognition Program

- *February 2003 Exemplary ETC

- What is an Employee Transportation Coordinator (ETC)?

- Objectives for an ETC

- Who Should Become a ETC?

- Benefits of the ETC Network

- Take the ETC Survey!!

What is an Employee Transportation Coordinator?

An Employee Transportation Coordinator (ETC) is a company representative who promotes transportation options within their company. ETC's are most effective when they receive support from upper level management. This may include an annual budget for the ETC program, or the freedom to spend time outside their usual job to work on ETC projects.

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Objectives for an Employee Transportation Coordinator

- Reduce the number of single occupancy trips
- Change people's attitudes about their travel choices
- Help people to think about the different means to travel
- Set realistic goals for the workplace to measurably impact traffic congestion

Being a ETC is a terrific opportunity to demonstrate your skills as a project manager. Some managers have told us they view the ETC position as an excellent proving ground for future job growth within the company. For example, you will:

- Manage a program
- Supervise an ETC committee

- Be creative (use your imagination to design promotions and publicity materials)
- Have greater visibility within the organization
- Network in the community
- Generate positive publicity for your company
- Positively impact the Boulder quality of life

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Who Should Become a Employee Transportation Coordinator?

An ETC can be found at any level or in any company department. Since many of the ETC functions relate to personnel management and employee benefits, in many cases an ETC is a member of the human resources department. Or, in some organizations, ETC's work in facilities or parking management. What is most important is the ETC's interest to support balanced transportation, the ability to work with other employees, and manage the elements of a worksite transportation program. The most successful ETC's share many of the following abilities and characteristics:

- Ability to work well with people;
- Excellent communication and listening skills;
- Interest in commute alternatives, especially someone who already commutes by bicycle, carpool, vanpool, walking or bus;
- Flexibility in work responsibilities and schedule to implement and promote a work site program;
- Access to management and other employees;
- Superior organizational skills; and
- Interest in environmental issues.

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Benefits for the Employer/Business

- A demonstrated commitment to improving quality of life in the community.
- An increase of company productivity and improved employee morale due to reduced stress, tardiness, and absenteeism associated with commuting difficulties.
- Improved corporate ability to recruit and retain skilled employees by expanding access to employees throughout the region.
- Expanded company facilities and increased property values through reduced amount of building space devoted to non-productive parking use.
- Reduced overhead costs associated with company parking expenses and mileage reimbursements.
- Reduced congestion around work site and improved neighborhood relations.
- More parking available for customers and clients.

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Benefits for Employees

- Reduced out-of-pocket commuting costs, such as parking, gasoline, auto maintenance and insurance.
- Cost savings due to extended automobile life, which reduces the hidden commuting costs associated with wear-and-tear, depreciation, and the financing of a new or used automobile.

- Increased convenience and comfort of commuting by avoiding the hassles of driving alone.
- Reduced stress, tension and fatigue.
- Improved compatibility of work and personal life through new work patterns, such as variable work hour programs, teleworking, ridesharing and combinations of these programs.
- Improved health and fitness.
- Improved morale due to employer showing interest in employees' well being and employees are positively contributing to the environment.

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Benefits for the Community

- Increased mobility of people, goods and services as necessary for a thriving economy and vigorous community life.
 - Reduced traffic congestion and air pollution.
 - Better health of citizens.
 - Increased quality of life.
 - Reduced dependence on foreign oil.
 - Reduced spending on the expensive automobile infrastructure (roadway widenings, bridges, parking structures).
 - More land available for productive land uses rather than parking.
- The term "Transportation Demand Management," or TDM, describes various strategies for making more efficient and effective use of our transportation system by changing commuter behavior. If a change in commuting patterns can reduce the demand placed on the system, then many of the community goals listed above can be achieved. The ETC program is an element of the TDM initiative in Boulder.

For more information about the ETC network, please contact Andrea Robbins at robbinsa@bouldercolorado.gov.